A square graphic on the left side of the slide, divided diagonally from the top-left to the bottom-right. The top-right triangle is green, and the bottom-left triangle is black.

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Marty Seyer  
Senior VP, Commercial Segment

December 14, 2006

# Products, Platforms, & Solutions Agenda

**Commercial Strategy and  
Performance Update**

**2007 Commercial Platforms  
and Initiatives**

**2007 Consumer Platforms  
and Initiatives**

**Roadmaps**



# AMD Commercial Strategy Update



## 2006 Plan:

- Set the data center agenda
- Be safe choice for servers
- Leverage AMD Opteron™ processor success into commercial clients
- Define and drive new client usage models
- Drive open innovation into platforms
- Increase system channel presence



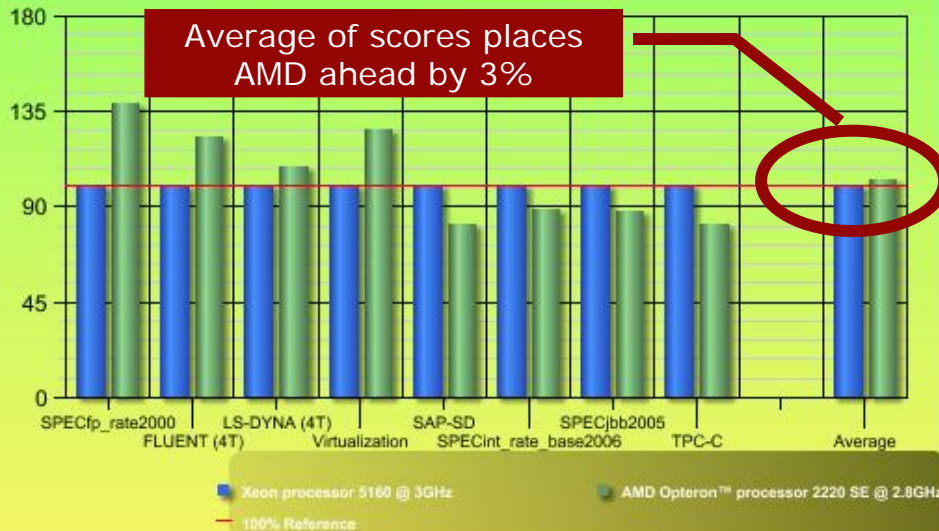
## Achievements in 2006

- Performance Per Watt Leadership
- Doubled design wins for BOTH Desktop & Mobile
  - HP & Dell offer Enterprise SKUs
  - HP, Dell, Lenovo, Acer, FSC offer SMB SKUs
- New client models established
  - PC Blades available from HP
  - “Desktop as a Service” supported by AMD Opteron processor
- Trinity initiative delivering
  - Dell able to increase longevity to 18 months
  - AMD actively driving “open” DMWG
- Systems Channel
  - 20,000 IT professionals trained
  - 500 Commercial System Partners added



# 2P Performance Summary

## 2P Performance Comparison

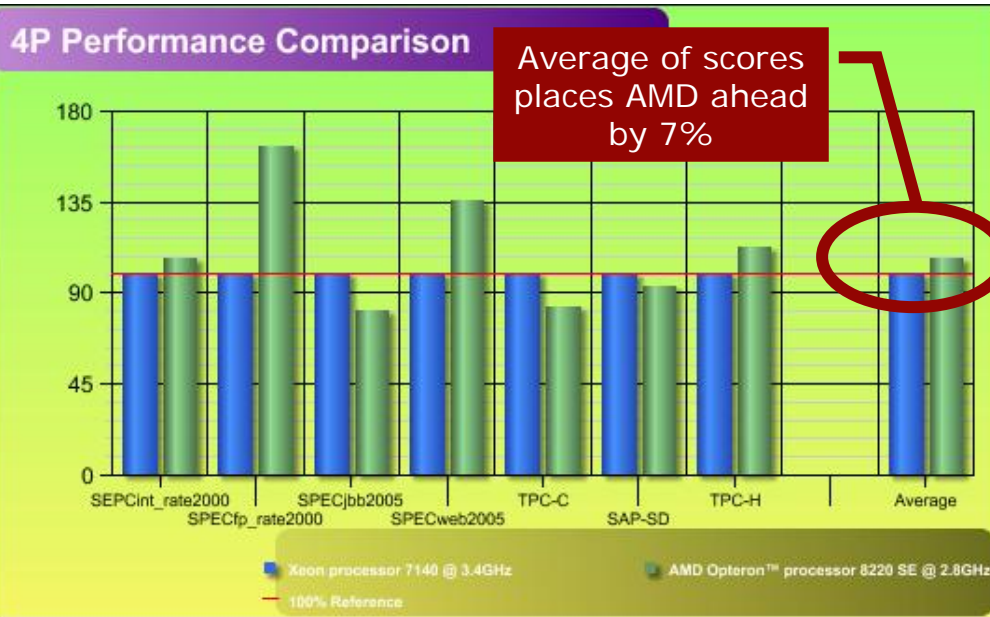


(AMD Opteron™ processor Model 2220 processor vs. Xeon processor 5160)

- AMD is very competitive on performance across a wide range of applications
- Performance depends on resource requirements of individual benchmarks
- AMD offers overall value proposition in terms of performance and power advantages

AMD Direct Connect Architecture™ extends the balanced system architecture benefits to Quad Core AMD Opteron™ processors

# 4P Performance Summary



(AMD Opteron™ processor Model 8220 processor vs. Xeon processor 7140)

- Bigger cache does not always translate into better performance, in fact, it consumes more power
- AMD's native Quad Core implementation overcomes the power disadvantages of MCM implementations
- Our Quad Core solution serves both 2P and 4P

AMD Opteron™ processors can help deliver outstanding performance for critical enterprise applications

# Low Power Consumption Leadership

## Third-party Substantiation



source: <http://www.tweisel.com> (CPU Analysis – Volume 2, 11.14.2006)

approximately 235W and 240W, respectively, than Opteron at 165W.

### Idle Power (Watts - lower is better)

OEM	Platform	Processor	Freq	Mem	Idle	Idle w/PM
HP	DL385	Opteron 2218	2.60 GHz	8 GB	197	165
HP	DL385	Opteron 2218	2.60 GHz	4 GB	183	158
HP	DL380	Xeon 5150	2.66 GHz	8 GB	235	235
HP	DL380	Xeon 5150	2.66 GHz	4 GB	204	204
Intel	SR1550	Xeon 5150	2.66 GHz	8 GB	222	222
Intel	SR1550	Xeon 5160	3.00 GHz	8 GB	224	224
Intel	SR1550	Xeon E5345	2.33 GHz	8 GB	240	240

Xeon  
42% More

**Fully buffered DIMMs must go:** Intel's Bensley servers utilize the high-speed, high-powered, fully buffered DIMM (FBD) technology, and as a result, have notably higher idle power levels than similarly configured AMD systems. Specifically, our measurements show that

depending on the workload. By comparison,

The key problem with FBD lies in its advanced memory buffer (AMB). Among other functions, the AMB monitors the serial link

# Server Penetration – Blades



**ProLiant  
BL685C**



**LS20**



**Scale Out  
Series**



**Primergy BX630**



**8000**



**Blade Rack 2**



**HyperBlade**




**pBlade**






# Server Penetration – Blades



hp  
invent


Pro

5 of 8



IBM


3 of 6



Rackable  
systems

Sc


2 of 3



FUJITSU COMPUTERS  
SIEMENS

P

1 of 3



Sun  
microsystems


1 of 1



Verari  
systems


Blade R

5 of 9



APPRO  
HPC Cluster Solutions

5 of 11



eGenera

4 of 8



# Server Penetration - Racks

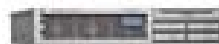
## 4P



**DL 585 G2**



**4PSystem x3755**



**SunFire x4200**



**PowerEdge 6950**

## 2P



**DL 365**



**2P System x3655**



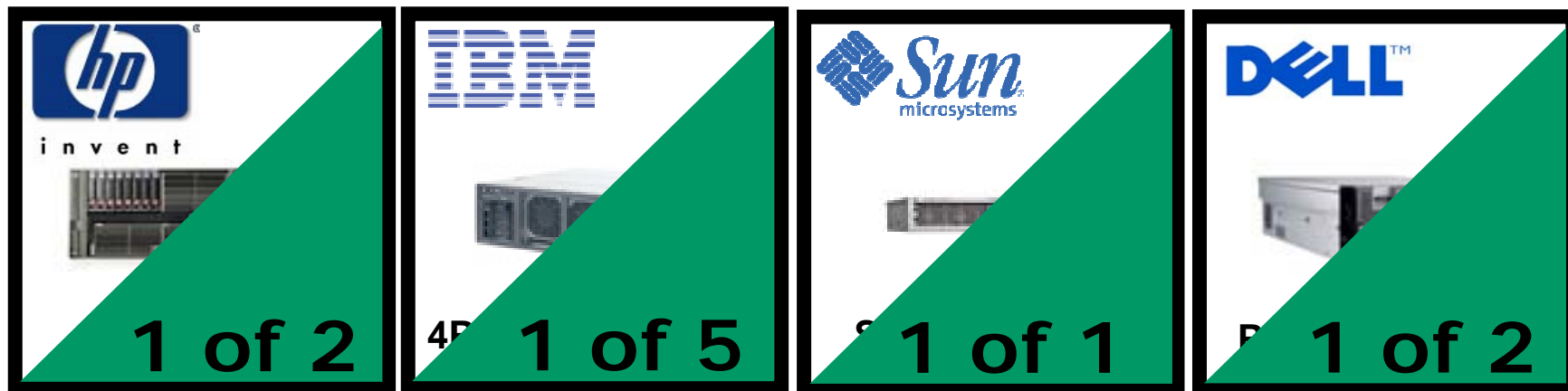
**SunFire x4600**



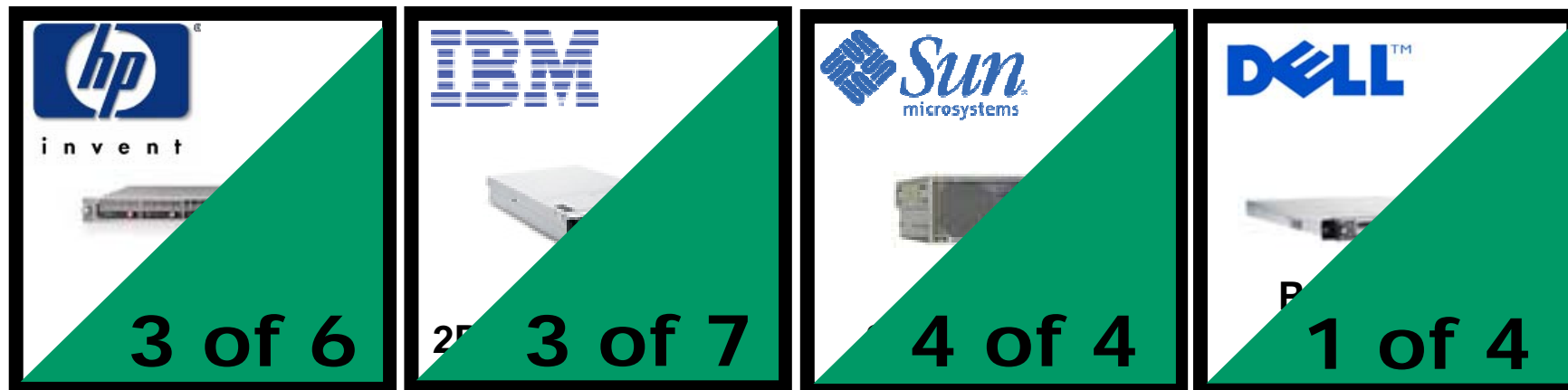
**PowerEdge  
SC1435**

# Server Penetration - Racks

## 4P



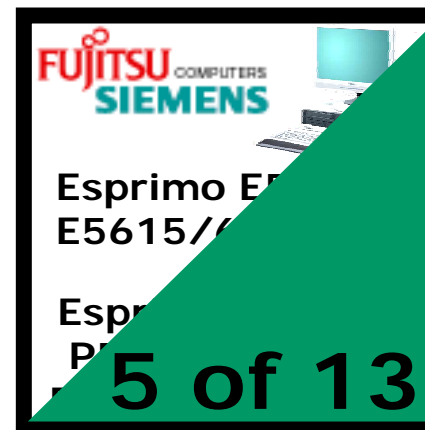
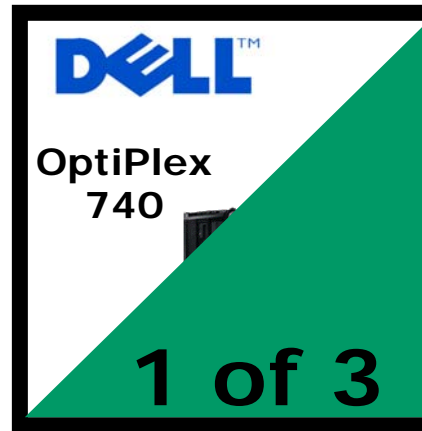
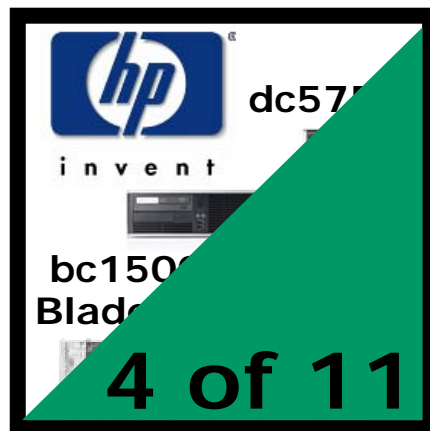
## 2P



# Commercial Desktop Penetration



# Commercial Desktop Penetration



# Commercial Mobile Penetration



Making significant progress in Commercial Mobile

Consumer notebooks sold to SMB



# 2007: Continuing Commercial Momentum

## Strategy

Set data center agenda

Be safe choice  
for servers

Leverage AMD Opteron™  
processor success into  
commercial client

Define and drive new  
client usage models

Drive innovation into  
client platforms

## Platform

- Quad Core: Clear perf-per-watt leadership
- AMD Virtualization: Chip level enhancements
- Growth with new 1P servers

### Industry Leading Stable platforms

- Upgradeable to Quad Core
- Ready for Virtualization & Torrenza
- Stable socket over 3 years (06, 07, 08)

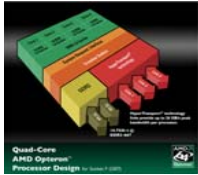
- Ready for Enterprise – HP, Dell rapid ramp
- Increase number of mobile design wins
- Leverage AMD chipsets for DT, Mobile, W/S

### Raiden

- Expand PC Blade models
- Drive “Windows as a Service”
- Drive Virtualized Client Sessions

### Trinity

- Deliver industry leading longevity – 18 months
- Lead industry with open management



## Quad Core

Upcoming Native Quad Core offers significant CPU core and cache enhancements



# QUAD CORE – AMD LEADS AGAIN

## World-class performance

- **Native Quad-Core**
  - Direct Connect Architecture is superior
  - Projected ~ 40% performance increase\*
- **Enhanced AMD-V™ Virtualization**
  - Accelerated virtualization in Quad-Core
- **Performance Per Watt leadership**
  - Consistent 95W & 68W thermal design
  - Projected ~60% performance per watt improvement over previous AMD product

## Quad-Core Design enhancements

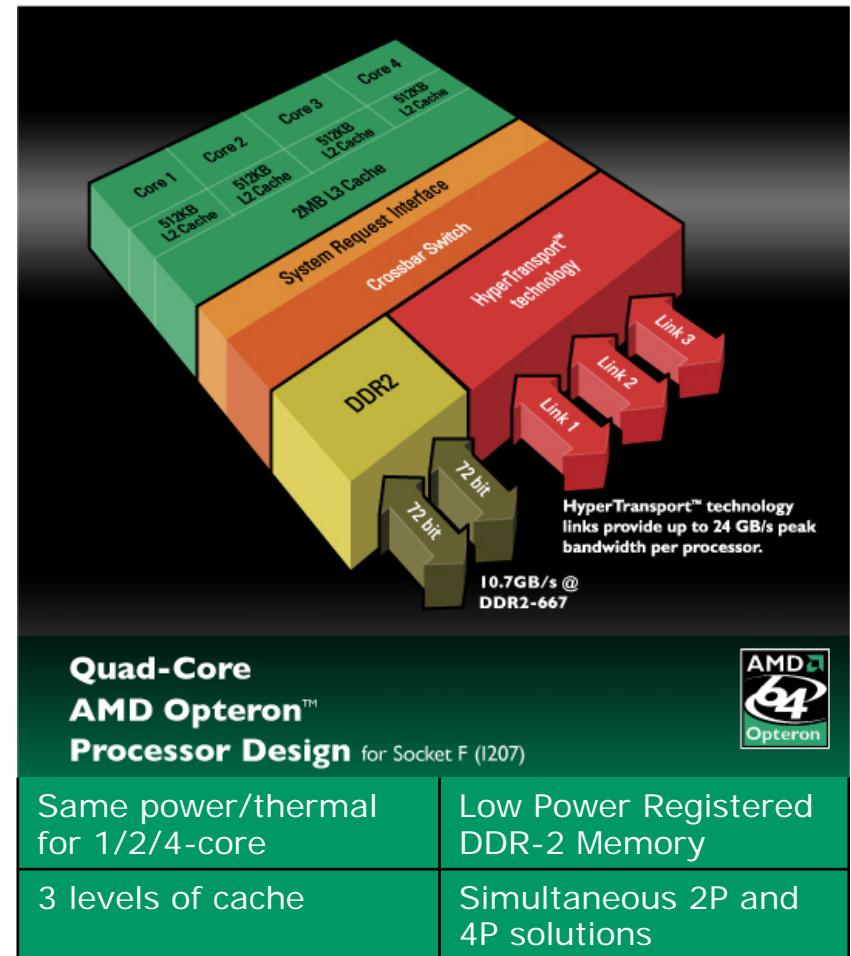
- Significant cache enhancements
- Significant CPU core enhancements

## Drop-in Upgrade

- Socket F compatibility – BIOS upgrade

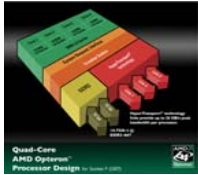
## Stable Infrastructure

- One core technology top-to-bottom, spanning multiple years



\*Performance projections based on AMD internal modeling and a baseline of 2006 performance

# Commercial Platforms



## Quad Core

Upcoming Native Quad Core offers significant CPU core and cache enhancements



## Torrenza Computing

Designed for discrete acceleration, such as Stream



## AMD Managed Client

Desktop Mobile Working Group (DMWG) focusing on "open" client management



## Raiden

Driving future commercial client architectures and usage models



## Trinity

Build an ecosystem based on openness and innovation, support standards and interoperability

# Consumer Momentum: Desktop



**HP Pavilion  
d4650e series**

**lenovo**



**Fengxing K6090A**

**DELL**



**Dimension C512**

**acer**

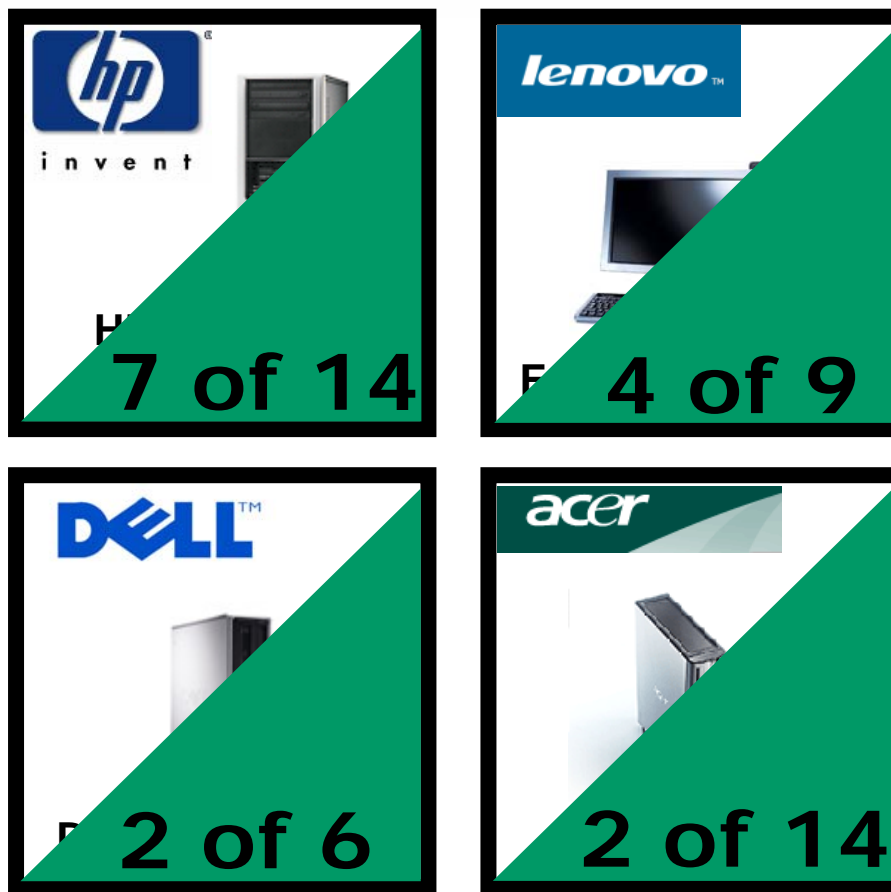


**Aspire L100**

**November 2006 US Retail Shelf Share ~ 40% \***

**\*Source – Current Analysis – represents top consumer electronics and office superstores (70% of market)**

# Consumer Momentum: Desktop



**November 2006 US Retail Shelf Share ~ 40% \***

\*Source – Current Analysis – represents top consumer electronics and office superstores (70% of market)

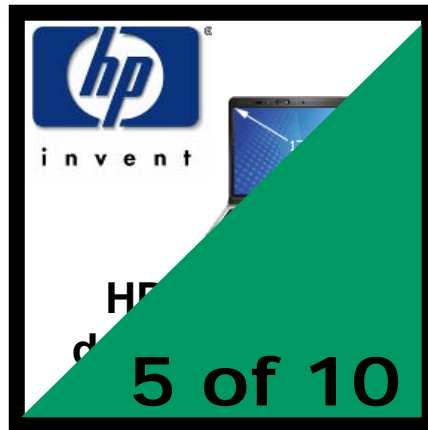
# Consumer Momentum: Mobile



**November 2006 US Retail Shelf Share ~ 23%\***

\*Source – Current Analysis – represents top consumer electronics and office superstores (70% of market)

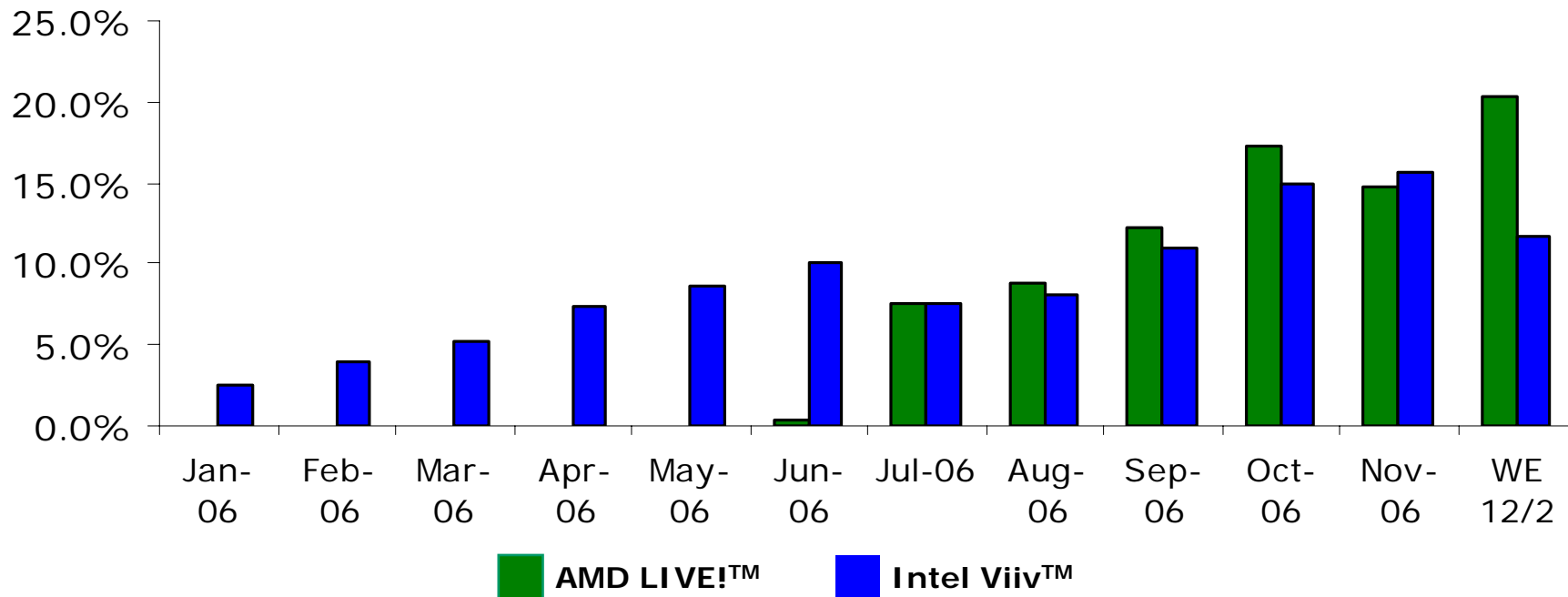
# Consumer Momentum: Mobile



**November 2006 US Retail Shelf Share ~ 23%\***

\*Source – Current Analysis – represents top consumer electronics and office superstores (70% of market)

# Consumer momentum: AMD LIVE!™ Outselling Viiv



**Current Analysis October 2006 - "AMD LIVE! PCs are positioned as enabling devices for digital media access and distribution, whereas Intel Viiv PCs strive to be the central digital media manager complete with premium content. Both digital home scenarios are expected to play central roles in the forthcoming holiday shopping season, with this recent alliance giving AMD LIVE! a slight advantage."**

**\*Source – Current Analysis, represents top Consumer Electronics and Office Superstore retailers (approx. 70% of market)**



# 2007: Continuing Consumer Momentum

## Strategy

## Platform

Expand the Mobile SKU Line-up

- Leverage strong AMD chipset presence in mobile to drive new OEM design wins
- Launch Dynamic Graphic Mode

Reinforce AMD as a "Smarter Choice"

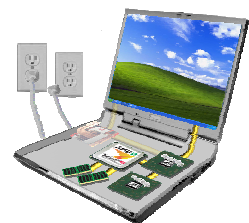
- Market AMD LIVE!™ as a better media experience
- Demonstrate that open design enables the ultimate Windows VISTA experience

Drive innovation in next generation PCs

- Lead the race with AMD QuadFX™ Platform with Dual Socket Dual Core Architecture
- Create new media-oriented PC's such as Home Cinema, Streaming Media Server

Invest in Digital Home Solutions for future revenue growth

- Enhance AMD LIVE! with new technologies
- Drive partnerships for HD content delivery with existing and new ecosystem partners



## Dynamic Graphics Power Switching

DC mode maximizes battery life, AC mode maximizes performance - external graphics core activates and deactivates dynamically with no re-boot required

# Imagine...The Best of Both Worlds

**Tethered**



**...maximum performance at the desk**

**...maximum battery life "on the go"**



**Un-tethered**

# Imagine...The Best of Both Worlds

**Tethered**



**...plugged in for power**

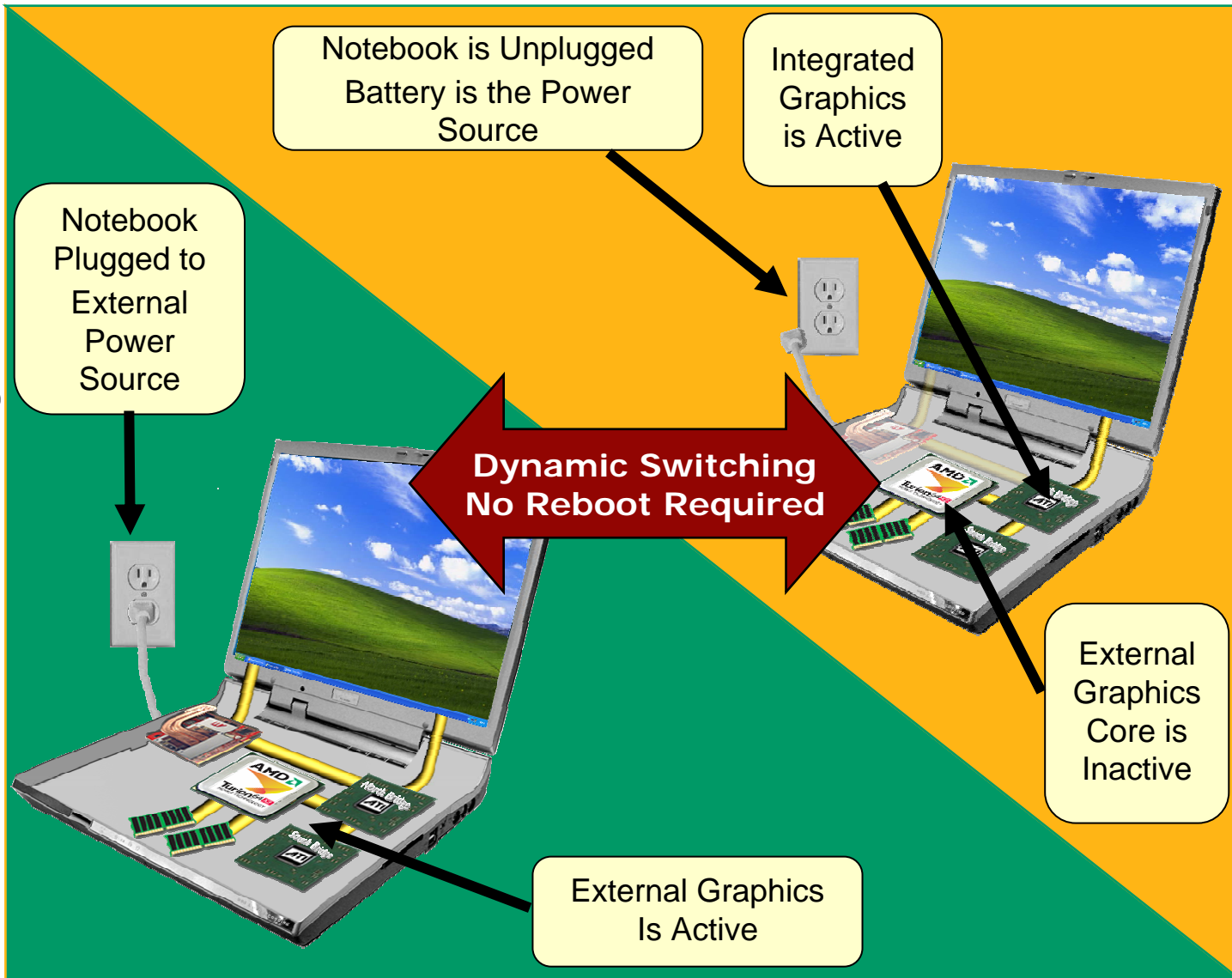
**...gaming anywhere**



**Un-tethered**

# Imagine...The Best of Both Worlds

AC Mode – Maximizing Performance



DC Mode – Maximizing Battery Life

# Consumer Platforms

## Dynamic Graphics Power Switching

DC mode maximizes battery life, AC mode maximizes performance - external graphics core activates and deactivates dynamically with no re-boot required

## AMD LIVE!™

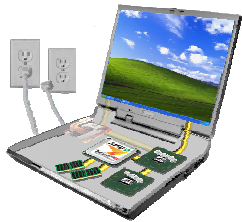
Full-featured, easy-to-use media center PC  
Organize, distribute, share, and enjoy content collection throughout the home and "on the go"

## Desktop AMD Quad FX™ Platform

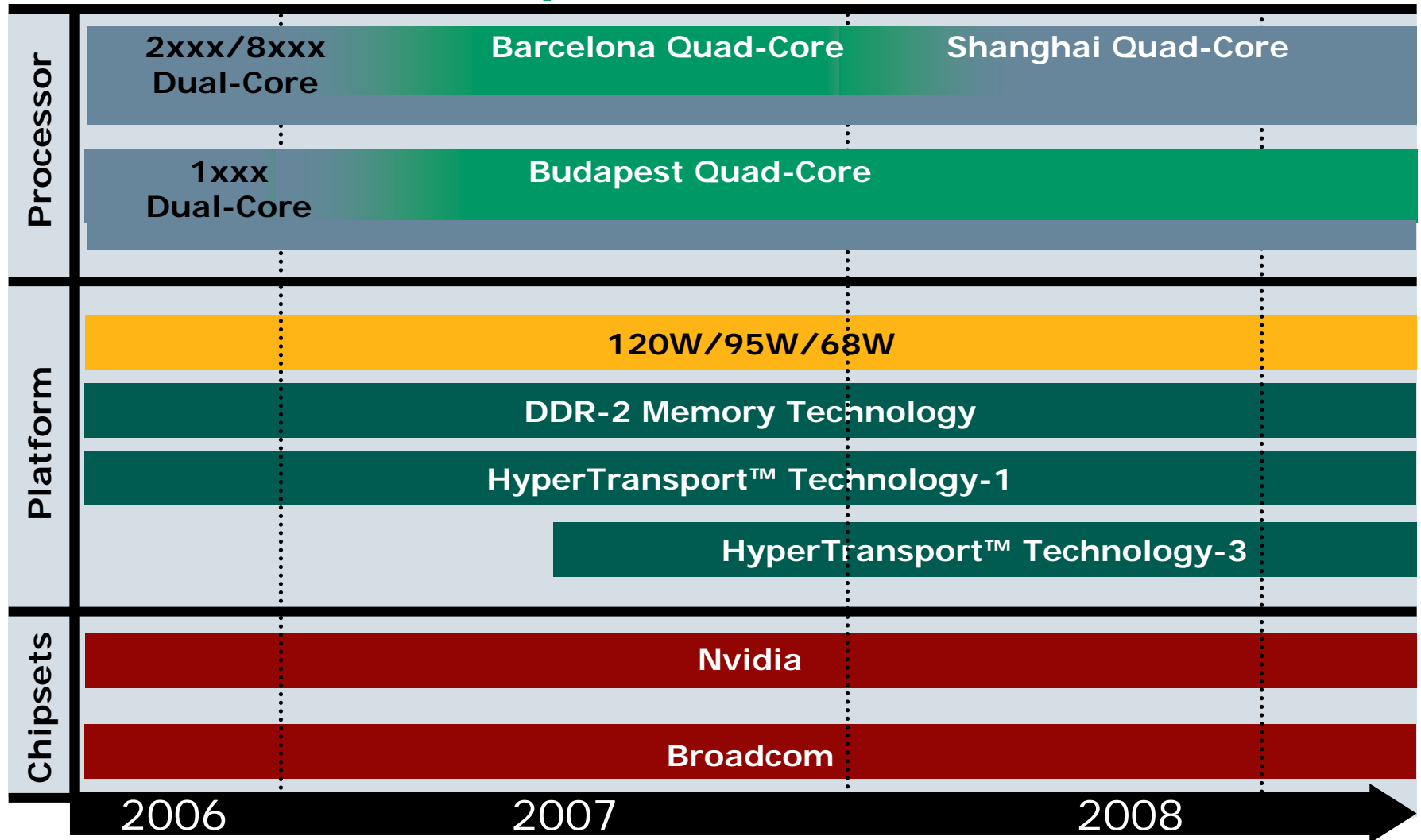
Dual-socket dual-core processor configuration uniquely designed with Dual Socket Direct Connect Architecture  
Matched pairs of AMD Athlon™ 64 FX-70 series processors

## Open Platform Strategy

Customer-centric, open platform approach enables PCs that meet customer demands through the use of industry-leading, superior technologies

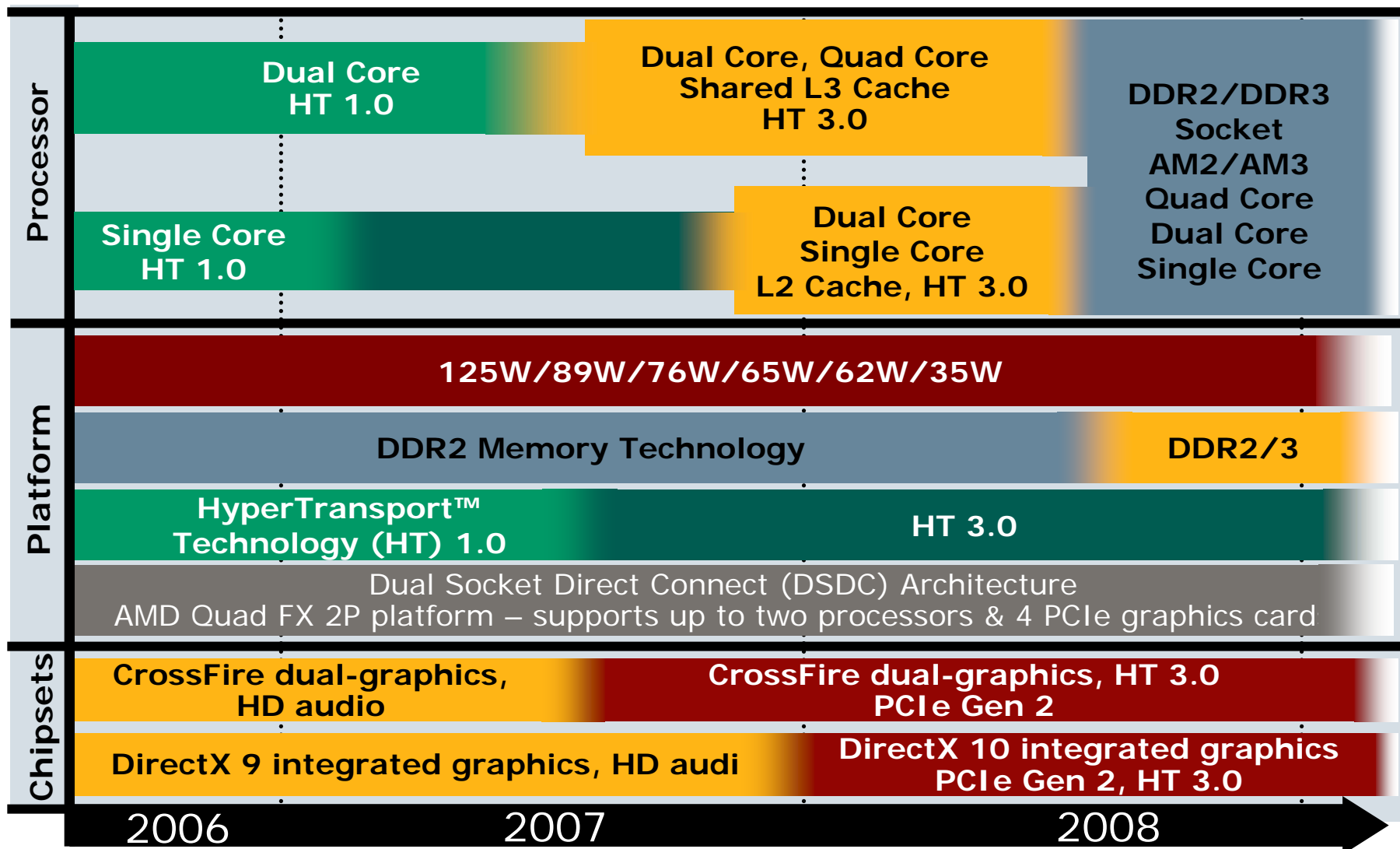


# AMD Opteron™ Processor Platform Roadmap

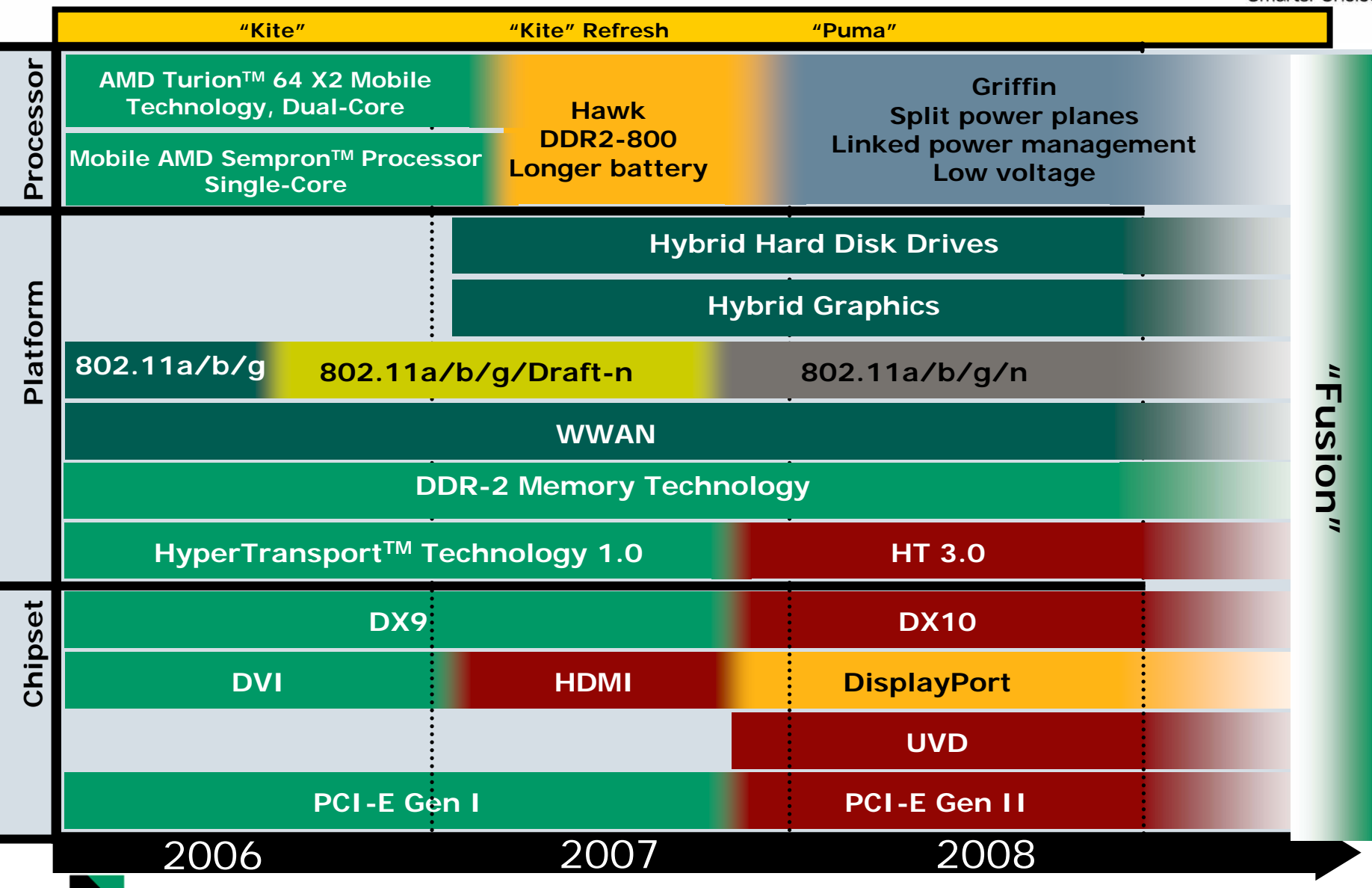




# AMD Desktop Platform Roadmap



# AMD Mobile Platform Roadmap



# Open Platform Approach

## Delivers a better solution

**AMD enables a best-in-class ecosystem  
to deliver superior solutions**



### GRAPHIC/CHIPSET



### LAN



### WIRELESS



### E.g. Winning Mobile Solution

- Long battery life
- Compatibility with the latest wireless and graphics technologies
- AMD64 performance
- Enhanced Security

# The New AMD in 2007



- **Quad Core: Raising the bar**
- **Enterprise desktop ramp**
- **AMD enables more mobile and desktop design wins**
- **AMD LIVE!™ continues to win**

## A Processing Powerhouse!!!

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